

Rep Order# 6817336 Ver# 3 Mod# 0 Status Confirmed Traffic Order# 102176 Printed: 05/29/2012 9:22 AM 1 of 3
 EC'd Yes Last Received: 05/22/2012 7:04 AM
 Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () DEM. CONG. CAMP COMM.
 Product DEM CONG. CAMP COMM
 Estimate# 1199
 Buyer Katie Keuleman
 Phone#
 Fax#

Agency () GREAT AMERICAN MEDIA
 1010 WISCONSIN AVE NW, S#800
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 11/14/1199
 Flight Dates 10/11/2012 - 10/15/2012
 Hiatus Weeks

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6340
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---
 SC="

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F,M	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$400.00	10/11-10/15	4	1	4	\$1,600.00	
	2	TH,SU-M	430A-459A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	10/11-10/15	5	1	5	\$1,000.00	
	3	TH-F,M	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$725.00	10/11-10/15	5	1	5	\$3,625.00	
	4	TH-F,M	7A-9A	TODAY SHOW	:30	\$900.00	10/11-10/15	4	1	4	\$3,600.00	
	5	SA	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	10/13-10/13	1	1	1	\$375.00	
	6	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	10/13-10/13	1	1	1	\$625.00	
	7	SU	6A-7A	NEWS 3 AT SUNRISE	:30	\$375.00	10/14-10/14	1	1	1	\$375.00	
	8	SU	7A-8A	TODAY ON SUNDAY	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	9	SU	9A-930A	NEWS 3 TODAY/WKEND	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	10	SU	930A-10A	CHRIS MATTHEWS SHOW	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	11	TH-F,M	9A-10A	TODAY SHOW II	:30	\$425.00	10/11-10/15	5	1	5	\$2,125.00	
	12	TH-F,M	10A-11A	TODAY SHOW III	:30	\$325.00	10/11-10/15	5	1	5	\$1,625.00	
	13	TH-F,M	11A-12P	RACHEL RAY	:30	\$325.00	10/11-10/15	5	1	5	\$1,625.00	
	14	TH-F,M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	10/11-10/15	5	1	5	\$2,125.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	15	TH-F,M	1230P-1P	NEWS 4: THE AGENDA	:30	\$325.00	10/11-10/15	5	1	5	\$1,625.00	
	16	TH-F,M	2P-3P	THE DOCTORS	:30	\$325.00	10/11-10/15	5	1	5	\$1,625.00	
	17	TH-F,M	3P-4P	DR. PHIL	:30	\$450.00	10/11-10/15	5	1	5	\$2,250.00	
	18	TH-F,M	4P-430P	FRST NEWS 3 AT FOUR	:30	\$725.00	10/11-10/15	4	1	4	\$2,900.00	
	19	TH-F,M	430P-5P	NEWS 4 AT 430P	:30	\$725.00	10/11-10/15	5	1	5	\$3,625.00	
	20	TH-F,M	5P-630P	EARLY NEWS	:30	\$1,200.00	10/11-10/15	5	1	5	\$6,000.00	
	21	SA	5P-630P	KSNV EARLY NEWS	:30	\$675.00	10/13-10/13	1	1	1	\$675.00	
	22	TH-F,M	630P-7P	JEOPARDY	:30	\$1,300.00	10/11-10/15	4	1	4	\$5,200.00	
	23	TH-F,M	7P-730P	WHEEL OF FORTUNE	:30	\$1,300.00	10/11-10/15	5	1	5	\$6,500.00	
	24	SA	7P-8P	JEOPARDY/ WHEEL OF FORTUNE	:30	\$525.00	10/13-10/13	1	1	1	\$525.00	
	25	M	10P-11P	SMASH	:30	\$3,200.00	10/15-10/15	1	1	1	\$3,200.00	
	26	SU	10P-11P	LAW & ORDER	:30	\$900.00	10/14-10/14	1	1	1	\$900.00	
	27	TH-F,M	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,200.00	10/11-10/15	1	1	1	\$1,200.00	
	28	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	10/13-10/13	1	1	1	\$1,100.00	
	29	TH-F,M	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$500.00	10/11-10/15	3	1	3	\$1,500.00	

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---REPORT TOTALS---
 Report Totals: 91 / \$59,025.00

---SALES MONTHLY TOTALS---
 Oct 12: 91 / \$59,025.00
 Sales Totals: 91 / \$59,025.00
 Station Totals: 91 / \$59,025.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$196,750	CATV	0%	KBLR	0%	KINC	0%	KLAS	24%	KSNV	30%
		KTNN	16%	KTUD	1%	KVCW	2%	KVMY	7%	KVVU	20%
		XXXX	0%								

---COMPETITIVE COMMENTS---
 EST SHARES
 Books MAY12
 Demos RA35+
 ---CREDIT RISK---
 CASH IN ADVANCE